GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Home Department – Cinemas – Krishna District- Dwaraka Enterprises, Nuzvid, Krishna District – Converting the three theaters into multiplex- Screening five shows per day in all the Three (3) Screens - enhancement of rate of admission Permission accorded – Orders – Issued.

HOME (GENERAL.A) DEPARTMENT

G.O.MS.No. 16 Dated: 08-02-2021.
Read the following:-

1. From Sri M.V. Pratap Appa Rao, Managing Partner of Dwaraka Enterprises, Nuzvid, Krishna District, application, dated:28.09.2020
2. From the Joint Collector & Addl. Dist., Magistrate, Krishna, Machilipatnam, Lr.No:REP-CSEC0CA(REP)/20/2020-SA-C20-KCO, dt:13.10.2020

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ORDER:

In the reference 1st read above, the Sri M.V. Pratap Appa Rao, Managing Partner of Dwaraka Enterprises, Nuzvid, Krishna District has submitted a representation to Government informing that they are operating Dwaraka Cinemas A.C Screen-I, Screen-II, Screen-III theaters in Nuzvid, Krishna District. The management of Dwaraka Enterprises has requested to convert the three theaters into multiplex, permit to change the rates of admission and to screen five (5) shows per day in three Screens.

2. In the reference 2nd read above, the Joint Collector & Addl Dist Magistrate, Krishna, Machilipatnam has informed that as per the report of the Sub- Collector, Nuzvid all the three theatres are having valid A.P. Film Chamber of Commerce Membership certificate, NOC of Fire Department, structural stability certificate issued by the R & B Department, Electrical Certificates for according permission for 1. Converting all the three theatres into multiplex screens, 2. for screening five shows per day in all the three Screens, 3. for enhancement of admission rates to the above three theatres.

3. In view of the above circumstances, the Joint Collector & Addl Dist Magistrate, Krishna, Machilipatnam based on the report of the Sub Collector, Nuzivd has recommended the request of the management of Dwaraka Enterprises, Nuzvid, Krishna District to the Government for Converting all the three theatres into multiplex screens, enhancement of admission rates to the three screens, and screening five shows per day in all the three Screens.

4. Government after careful examination of the proposal and in exercise of the powers conferred as per Section - 12 of A.P. Cinemas (Regulation) Act, 1955 and under clause (a) of sub rule – 3 of rule 11 (b) of A.P. Cinemas (Regulation) Rules, 1970 and in view of the recommendations of the Joint Collector & Addl Dist Magistrate, Krishna, Machilipatnam, and the Sub Collector, Nuzivd hereby accord permission to the Dwaraka Enterprises, Nuzvid, Krishna District to treat the Dwaraka Cinemas Screen-I, Screen-II & Screen-III as Multiplex and to screen five shows per day in all the three Screens. The following rates of admission have also been permitted:-

P.T.O

SL. No	Name of the Screen	Name of the Class		Number of Seats		Rate of Admission	
		Existing	Proposed	Existing	Proposed	Existing	Proposed
1.	Screen-I	1. Premium Class	1.Gold Class	53	164	120	112
		2. Executive Class		152		90	
		3. Circle	2.Silver Class	57	66	70	60
		4. First Class		62		40	
		Total		**324**	**230**		
2.	Screen-II	1. Premium Class	1.Platinum Class	9	61	150	150
		2. Executive Class		197		100	
		3. Circle	2. Gold Class	58	191	70	112
		4. First Class	3. Silver Class	51	63	40	60
		Total		**315**	**315**		
3.	Screen-III	1.Executive Class	1. Gold Class	68	68	50	112
		2. First Class	2. Silver Class	28	28	10	60
		Total		**96**	**96**		

5. The Joint Collector & Licensing Authority, Krishna, Machilipatnam, is requested to incorporate the rates of admission and screening of five shows per day in the Form-B License of all the three Screens of Dwaraka Enterprises, Nuzvid, Krishna District.

6. The Licensing Authority is also directed to thoroughly inspect the facilities during the periodical half yearly inspections and in case any deficiency is found, inform the same to Government, so that action will be taken to withdraw automatically the enhanced rates of admission accorded in Para-4 above and also subject to the conditions laid down in the **Annexure** appended to this order being strictly fulfilled by the Management, Dwaraka Enterprises, Nuzvid, Krishna District.

7. The District Collector and the Joint Collector & Licensing Authority, Krishna District, Machilipatnam shall take necessary action accordingly.

8. This order is available on internet and can be accessed at address www.goir.ap.gov.in

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

KUMAR VISHWAJEET
PRINCIPAL SECRETARY TO GOVERNMENT

To
The Joint Collector and Licensing Authority of Krishna District.
Copy to:-
Dwaraka Enterprises, Dwaraka Cinemas, Nuzvid, Krishna District-521201.
PS to Principal Secretary to Government, Home Department, A.P. Secretariat.
The Director General of Police, Mangalagiri, Guntur Dist., Andhra Pradesh
SF/SC.

// FORWARDED :: BY ORDER //

SECTION OFFICER

ANNEXURE TO G.O.MS. NO.16, HOME (GENERAL.A) DEPARTMENT, Dated: 08.02.2021.

CONDITIONS FOR MULTIPLEXES

a) The CCTV system shall be maintained without any interruption.

b) Night vision cameras to be installed specially at the Box Office to capture the images of the patrons buying tickets during the late evening hours.

c) The patrons shall be provided with lifts / escalators for exit at the end of the shows on par with such facility provided at the time of entering the theatre.

CONDITIONS FOR THEATRES AND MULTIPLEXES

1) The rates of tickets and rates of online Cinema ticket service charges with the name of the agency shall be exhibited at the counter and in any other conspicuous manner.

2) All gangways, exits and treads of steps and stairways shall be maintained with no slippery surfaces at all times.

3) The corridors, area earmarked for lobby and parking for the use of cine-goers, should not be let out for any commercial or other purpose.

4) No vehicle shall be parked or allowed to stand in such a way as to obstruct exits or impede the rapid dispersal of persons accommodated, in the event of fire or panic.

5) Emergency evacuation plan shall be drawn up and got approved by the licensing authority within one month. (Uphaar Theatre – Hon'ble Supreme Court Directions).

6) A short documentary shall be screened during every show by showing the exits, emergency escape routes and instructions as to what to do and what not to do in the case of fire or other hazards (Uphaar Theatre – Hon'ble Supreme Court Directions).

7) The staff / ushers including security staff should be periodically trained to operate the fire safety equipment during emergency in fire drills and evacuation procedures to provide support to the patrons in case of fire or any other calamity. Mock drills shall be conducted once every 6 months. (Uphaar Theatre- Hon'ble Supreme Court Directions).

8) While the Theatres are entitled to regulate the exit through doors other than the entry door, under no circumstances should the entry door (which can act as an emergency exit in the event of fire or other emergency) be bolted from outside. At the end of the show, the ushers may request the patrons to use the exit doors by placing a temporary barrier across the entry gate which should be easily movable (Uphaar Theatre – Hon'ble Supreme Court Directions).

9) The emergency department telephone numbers of the nearest Hospitals, Police Station and Fire Department shall be displayed in every show.

10) The Management should facilitate periodical inspection by the Fire Officer concerned.

11) The Management should obtain insurance coverage for all the employees and audience / visitors / vendors.

12) The Management shall ensure all safety measures including fire safety measures as prescribed by Government National Building Code and other statutes or orders issued by Government from time to time.

Contd……2.

13) There should be no modifications to the available parking area as seen in the re-inspection report to avoid reduction in parking area.

14) Adequate valet parking staff and security guards should be provided for a parking convenience, safety and traffic regulation at entry and exit.

15) All precautions should be taken for safety during movement and parking of vehicles inside the multiplex area.

16) No obstruction should be made in form of advertisement boards, stalls, etc in and around the multiplex which hinders free movement of vehicles and parameters of safety.

17) Toilets should be clean and hygienically maintained, adequate number of wash basins of porcelain/stainless steel shall be provided along with soap to wash hands, with running water, and hot air for cleaning hands and drying them hygienically. Clean and dry towels shall be kept for the use of customers. Under no circumstances should the toilets and wash- basins be clogged and in a stinking condition. Any complaint in this regard will be viewed seriously.

18) The rates of food items, snacks and beverages sold in the premises shall be reasonable and should never exceed the retail price printed thereon. Foodstuffs and snacks should always be fresh and hygienically packed. There shall be no exploitation of customers in this regard. Any complaint in this regard will result in imposition of severe penalties.

19) Air conditioners should be maintained in proper condition, and if found not working severe penalty will be imposed.

20) Fresh and clean drinking water must be provided for the patrons.

21) The parking areas of the Multiplex and the nearby commercial complex should be kept separate.

22) There should be smooth finish in the space between the road and entry/exit of the Mall.

23) Women Help Desk: The Management shall arrange for Women Help Desk to help /assist women patrons especially for night shows from 7:00 P.M. to 02:00 A.M. which includes arranging for Taxi if they want, keeping details of Taxi drivers for safety of women patrons.

KUMAR VISHWAJEET
PRINCIPAL SECRETARY TO GOVERNMENT